

Krispy Kreme to open amid continuing obesity concerns

by [Safura Rahimi](#) on Thursday, 15 March 2007

American doughnut giant Krispy Kreme is set to open its first UAE outlet in Dubai tomorrow (March 16), adding to concerns over the region's mounting obesity crisis.

The Americana Group that owns Krispy Kreme aims to roll out 100 more outlets in the region over the next five years, including seven more in the UAE.

According to the company's nutritional webpage, one Krispy Kreme glazed sour cream doughnut boasts 340 calories, and an original glazed doughnut has 4 grams of trans fats. Some varieties have as much as 7 grams (apple fritters). Trans fats are known to increase risk of heart disease, diabetes and are also linked to obesity and liver dysfunction.

Currently the UAE holds the highest obesity rates in the world - higher than the United States - because of easy access to high calorie foods and a sedentary lifestyle. One in five adults in the region also suffers from one of the many obesity-related illnesses, diabetes.

The Krispy Kreme franchise move comes as the UAE works on strategies to combat mounting levels of obesity in the region. In the United Arab Emirates, 74% of women are obese or overweight according to a 2005 report by the International Obesity Task Force, a London-based think tank. In Lebanon the figure is 75% and in Bahrain, 83%.

According to a Gulf News report, the UAE Health Ministry, GCC Council of Health Ministers and the World Health Organisation (WHO) met earlier this month for a three-day workshop to come up with a strategy for diet, exercise and health.

Krispy Kreme is attempting to do its part. Last month the doughnut chain introduced a new whole-wheat doughnut - at 180 calories and 19 grams of carbohydrates - to keep up with current 'low-carb' diet trends and bring back carb-conscious customers, Daily Press reported.

However a standard Krispy Kreme glazed, at not much more, boasts 200 calories and 22 grams of carbs.

The emirates have been criticised about obesity rates from overseas visiting delegates as well. On a recent visit to the Imperial College London Diabetes Centre in Abu Dhabi, Prince Charles - long time advocate of organic food - suggested that [McDonald's fast food should be banned](#) in the emirates in a step to combat obesity.

The Prince of Wales runs an organic farm on his home estate and published a cookbook last year in which he aimed to rebel against what he called the "soulless, mass-produced food that had come to dominate the modern diet."

Krispy Kreme has been open in Kuwait since late 2006, where sales hit approximately AED31,700 in the first three months, according to Gulf News.



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